

Michigan Engineering Communications & Marketing Photography Philosophy & Policy

Photography and video have grown in visibility and impact on the world in the last decade. It's all around us. One needs only to glance at Facebook or Twitter to realize that posts including photography and video generate much more interest, clicks and likes. As a result of the proliferation of the visual language, we now deal with much more sophisticated and experienced viewers. When they want to find out more about a story, a product, an institution or a discovery, they want to see what it is about as much as they want to read or hear about it. But, these viewers can also spot a commercial from far away and tune it out in a split second.

They do, however, respond positively to honest and authentic images. This need for authenticity and integrity has become an overarching philosophy that spans the visual effects – video, photography, portraiture and more -- of the Michigan Engineering Communications and Marketing Department. We stress authenticity while maintaining high quality and visual attractiveness of the images produced by our photographers.

Photography and portraits are an important, integral part of the new website design. When you're having a portrait taken, please feel free to dress in ways that are comfortable for you, recognizing that as a contact person for the College and/or the subject of a profile story we will use your photo on the website and that our goal is to represent you in an authentic way. Our photographers use their aesthetic sensibility to create visually attractive, authentic portraits that are not formal or manipulated in Photoshop. After the session, photographers will upload the best images to www.flickr.com/photos/eng-portraits. You will be able to download your photos within about a week.

MICHIGAN ENGINEERING COMMUNICATIONS & MARKETING

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